



IBM—SurfAid Analytics

Overview

IBM initiated a major update to their web analytics product. Engaged Propel Group to create a new look to coincide with the launch of the update.

Solution

Propel developed a fresh face for an outdated interface. Templates were created to streamline look throughout application and over 40 new icons were developed to improve usability. Worked directly with usability engineer and developers to implement major overhaul of product.

Impact

Initial usability testing suggested a 95% overall satisfaction for existing users with a marked improvement in ease of use.

Eight month project completed two months ahead of schedule.

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